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CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

SEPTEMBER 1961

CPFJ-121

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

November 1961

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America



Growth Through Agricultural Progress

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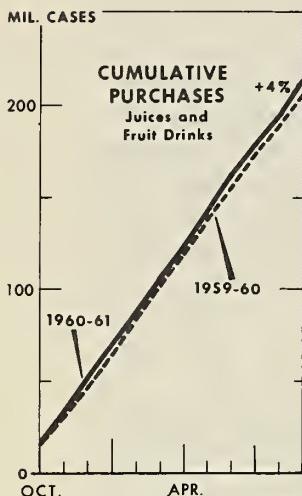
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CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
SEPTEMBER 1961

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The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY



In September 1961, household consumers purchased a total of 18 million cases (equivalent single-strength basis) of frozen concentrated juices, chilled orange juice, canned single-strength juices, and canned single-strength fruit drinks. ^{1/} This was a gain of 7 percent or 1.2 million cases over September 1960.

Total purchases of frozen concentrated juices were off a little from a year earlier as a result of a sharp decrease in use of miscellaneous concentrates. Frozen orange concentrate, however, was up slightly to a new September high. Chilled orange juice climbed 24 percent, also to reach a new September peak.

September purchases of canned juices were up 10 percent or 560,000 cases in total from a year earlier. A 16-percent drop in use of orange juice was more than offset by a 40 percent gain in use of grapefruit juice, and gains of 6 to 14 percent for pineapple, prune, tomato, and miscellaneous juices.

Use of canned fruit drinks increased 20 percent -- 580,000 cases -- over September 1960. Orange drink was up 14 percent, and pineapple-grapefruit drink climbed 22 percent to a new peak for the month. Consumption of miscellaneous fruit drinks also increased sharply.

Purchases of canned grapefruit sections rose 30 percent over September 1960.

As indicated by the adjoining chart, total purchases of juices and canned fruit drinks in the 1960-61 season (October 1960-September 1961) were up about 4 percent or 7.2 million cases (equivalent single-strength) from

^{1/} Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections.

1959-60. This represented gains of 19 percent or 1.3 million cases in use of chilled orange juice; 10 percent or 3.8 million cases in use of canned fruit drinks; and a gain of about 2 percent or 1.8 million cases in use of canned single-strength juices. Consumption of frozen concentrated juices held at the 1959-60 level.

Canned fruit drinks accounted for 19.4 percent of all juices and fruit drinks bought for home use in 1960-61, a rise of 1.2 percentage points over 1959-60 in share of market. The share for chilled orange juice increased to 3.8 percent from 3.3 percent. On the other side, the frozen concentrate share was down 1.3 percentage points to 41 percent, and the canned juice share was off more moderately to 35.8 percent.

Frozen concentrated orange juice, chilled orange juice, and canned single-strength orange juice accounted for 43 percent of all juices and fruit drinks purchased in 1960-61, compared with 44 percent in 1959-60.

By individual products, 1960-61 purchases of frozen orange concentrate increased slightly and chilled orange juice substantially over 1959-60 to establish new peaks for those 2 products; prune and miscellaneous juices were up moderately, and gains of 10-15 percent were recorded for grapefruit juice, pineapple juice, orange drink, pineapple-grapefruit drink, and miscellaneous fruit drinks. Use of tomato juice held about the same as in 1959-60. On the other hand, consumption of miscellaneous frozen juices was off 12 percent; and canned orange juice, off 21 percent.

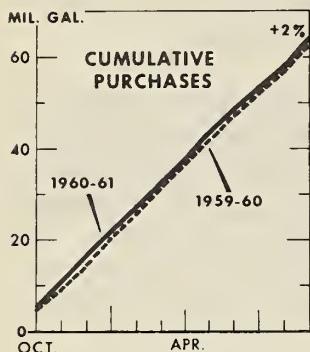
Prices paid for orange products averaged higher in 1960-61 than in the preceding season, with frozen orange concentrate up 1.5 cents, chilled orange juice up 1 cent, canned orange juice up 2.9 cents, and orange drink up 1.6 cents. Canned grapefruit sections were slightly higher, but prices of canned grapefruit juice were down 2.4 cents. Price declines were also recorded for pineapple juice, pineapple-grapefruit drink, and miscellaneous fruit drinks. Prune juice and miscellaneous canned juices were bought at about the same price as in 1959-60.

FROZEN CONCENTRATED AND CHILLED JUICES

FROZEN ORANGE INCHES TO NEW PEAKS

Purchases of frozen concentrated orange juice for household use in September 1961 were up 2 percent from the

FROZEN CONCENTRATED ORANGE JUICE - Continued



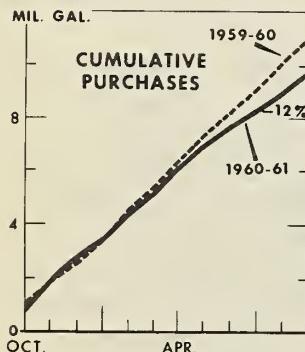
same month of 1960 to 5.6 million gallons. This was the heaviest September movement yet reported. The proportion of families buying at 29 percent and the average size of purchase at 7.6 cans per buying family were about the same as a year earlier.

Retail prices averaged 20.1 cents per 6-ounce can, 1.8 cents higher than in September 1960.

Cumulative purchases for the season, October 1960-September 1961, as shown by the adjoining chart, were up 2 percent or 1.5 million gallons from 1959-60. The 63.8 million gallons bought by consumers was the largest volume of purchases yet made in any season. Production was also at a record level. Retail prices averaged 20.3 cents, 1.5 cents higher than a year earlier. At this price, consumers spent about \$276 million for the product, more than in any other year.

Frozen orange concentrate accounted for 35.6 percent of all juices and canned fruit drinks bought for home use in 1960-61, about the same share of market as a year earlier. (See pages 13, 14, 25, 26.)

MISCELLANEOUS FROZEN CONCENTRATES DOWN SHARPLY



Consumption of miscellaneous frozen concentrates such as grape, pineapple, or blends, in September was down 24 percent or 230,000 gallons in comparison with the same month of 1960.

Retail prices were up 0.6 cent to 19 cents per 6-ounce can.

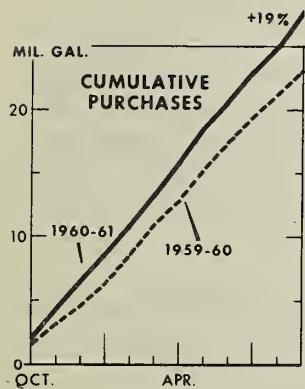
Movement of these products was comparatively slow most of the season, and cumulative purchases were off 12 percent or 1.3 million gallons from 1959-60. The share of market shrank 1 percentage point to 5.4 percent. Retail prices averaged 18.9 cents, almost the same as a year earlier. In contrast, prices of frozen orange concentrate rose from 18.8 to 20.3 cents. (See page 13.)

TOTAL PURCHASES OF FROZEN CONCENTRATES DOWN FROM YEAR EARLIER

September 1961 purchases of frozen concentrates in total fell off 2 percent or 100,000 gallons from a year earlier. The decline reflected the reduction in consumption of miscellaneous frozen products.

Altogether, consumers bought 73.6 million gallons of frozen concentrated juices in the 1960-61 season, almost the same volume as in 1959-60. Frozen concentrates accounted for 41 percent of all juices and canned fruit drinks bought for home use in 1960-61. This was a loss of 1.3 percentage points in share of market.

CHILLED ORANGE JUICE CLIMBS TO RECORD LEVELS



Retail movement of chilled orange juice jumped 24 percent -- 430,000 gallons -- over a year earlier to reach a new September peak of 2.3 million gallons. Buying was also up more sharply from August than usual. The gain reflected more families buying, along with heavier consumption per family.

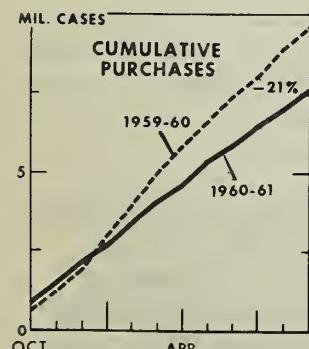
September retail prices were down contra-seasonally from August to 40.9 cents per quart. This price, however, was 2.5 cents more than paid in September 1960.

Total purchases for the season ending September 1961 reached a new high, up 19 percent or 4.3 million gallons from 1959-60. Prices averaged 40.1 cents compared with 39.1 cents the year before. The number of families using the product in 1960-61 was well above earlier years. Family consumption, while increasing over 1959-60, failed to reach levels that prevailed in earlier years.

Chilled orange juice had 3.8 percent of the retail market for juices and fruit drinks in 1960-61 compared with only 3.3 percent a year earlier. (See page 15.)

CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE REMAINS DOWN



Use of canned orange juice in September 1961 was down 16 percent, 110,000 cases, from September 1960. Total purchases for the season, as shown by the adjoining chart, were down 21 percent, or about 2 million cases from 1959-60. The product was manufactured in but limited quantity in 1960-61.

September retail prices averaged 43.1 cents per 46-ounce can, an advance of 5.1 cents over a year earlier. The season average price of 41.4 cents was up 2.9 cents from 1959-60, and 7.3 cents from the 1954-58 average.

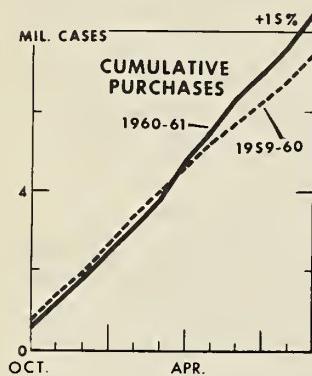
Only about 5.3 percent of families bought canned orange juice in September compared with 6.7 percent a year earlier. The proportion of families buying in the 1960-61 season was only about half as great as in 1957-58. The

CANNED ORANGE JUICE - Continued

average size of purchase, however, compared favorably with earlier years.

The canned orange juice share of the juice and canned fruit drink market shrank from 4.7 percent in 1959-60 to only 3.6 percent in 1960-61. (See page 16.)

GRAPEFRUIT JUICE JUMPS TO HIGHEST SEPTEMBER VOLUME SINCE 1957

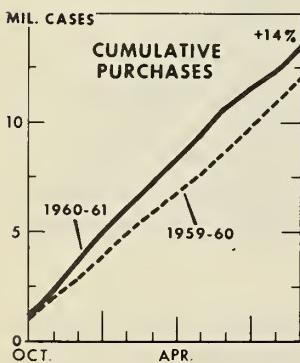


Household consumption of grapefruit juice jumped 40 percent or 220,000 cases over a year earlier to reach the highest September level since 1957. About 5.7 percent of families bought grapefruit juice compared with only 4.3 percent in September 1960. The average size of purchase also was considerably larger.

Retail prices were down 2.8 cents to 28.5 cents per 46-ounce can to match the September 1954-58 average.

Purchases for the season ending in September 1961 were 15 percent or 1.1 million cases ahead of 1959-60. The share of market increased moderately to 4 percent. Retail prices averaged 29.2 cents for the year compared with 31.7 cents in 1959-60. The 1954-58 average price was 27.4 cents. (See page 17.)

PINEAPPLE JUICE UP TO HIGHEST SEPTEMBER LEVEL IN RECENT YEARS

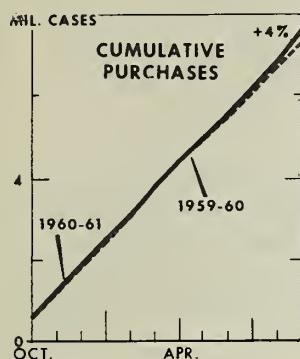


The retail price of pineapple juice dropped to 27.8 cents per 46-ounce can in September from 30.1 cents in August, and purchases rose sharply to 1.2 million cases. This was 10 percent more than bought a year earlier, when prices averaged 28.3 cents, and was the largest September volume since 1956.

The gain was associated with a larger size of purchase, which at 2.2 cans was considerably heavier than average. The proportion of families buying climbed from 7.7 percent in August to 9.6 percent in September, equaling the year-earlier level.

Total purchases of pineapple juice in the 1960-61 season were up 14 percent, 1.6 million cases, from 1959-60, and the market share rose moderately to 6.4 percent. Both the proportion of families buying and the average size of purchase were larger than a year earlier. The season average price was down 1.9 cents to 28.6 cents. (See page 18.)

GOOD GAIN RECORDED FOR PRUNE JUICE

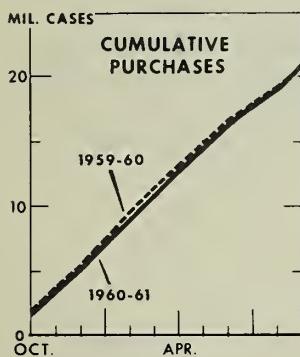


Prune juice consumption in September was up 12 percent or 70,000 cases from the same month of 1960. Purchases averaged 2.4 quarts among the 6.9 percent of families that bought -- both components of total purchases were larger than a year earlier.

Prices paid averaged 43.7 cents per quart, or a little less than in the preceding September.

The season's purchase was up 4 percent, 260,000 cases, from 1959-60 to the highest level since 1957-58. The share of market, nevertheless, held at 3.5 percent. Prices averaged 43.7 cents, almost the same as in 1959-60. The 1954-58 average price was 34.5 cents. (See page 19.)

TOMATO JUICE STRONG IN SEPTEMBER



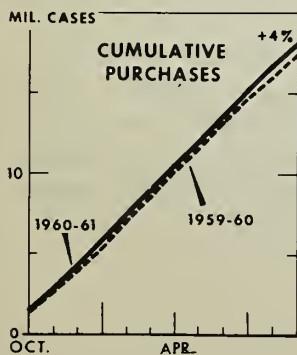
September 1961 purchases of tomato juice were up 14 percent, 200,000 cases, from a year earlier. Movement was also up 15 percent from August, for an usually large August-September gain.

The increase in retail sales was a result of an increase in the number of buying families, together with a larger average size of purchase.

Retail prices at 27.8 cents per 46-ounce can were 0.7 cent higher than in September 1960.

Movement of tomato juice was comparatively slow in the first half of the season, and as a result, total 1960-61 purchases held at the 1959-60 level. The share of market at 9.8 percent, nevertheless, was somewhat smaller. Retail prices averaged 28.5 cents, 1.2 cents higher than in the preceding season. (See page 20.)

MODERATE GAIN FOR MISCELLANEOUS JUICES

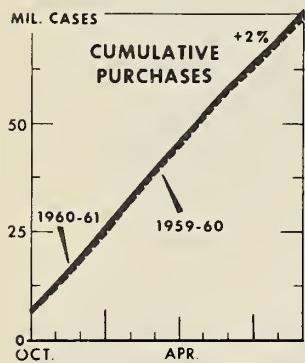


Home use of miscellaneous canned juices, those not individually reported such as tangerine or blends, increased moderately over September 1960. The gain was attributed to a greater number of buying families. Retail prices at 37.6 cents per 46-ounce can averaged slightly higher.

Purchases for the season ending with September increased 4 percent or nearly 800,000 cases over 1959-60. The

share of market held at 8.5 percent. Retail prices, which averaged 37.2 cents, were also the same as a year earlier. (See page 23.)

TOTAL PURCHASES OF CANNED JUICES UP 10 PERCENT



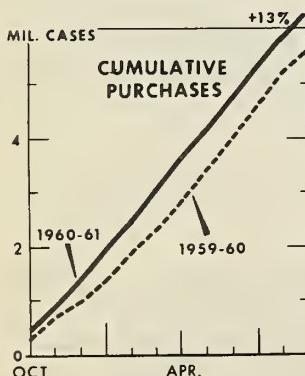
Total purchases of canned single-strength juices were up 10 percent or 560,000 cases in comparison with September a year earlier. Orange juice was the only canned juice purchased in lesser volume, and that loss was more than offset by gains of 6 to 40 percent in use of other products.

Nearly 42 percent of families bought canned juices in September. Purchases averaged 2.7 cans (46-ounce) per buying family. Corresponding data are not available for a year earlier.

Consumption of all canned juices in the 1960-61 season was up about 2 percent, 1.9 million cases, from 1959-60. Orange juice was the only canned juice purchased in smaller volume in comparison with 1959-60. The share of market held by canned juices was down a little from 1959-60 to 35.8 percent. (See page 25.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK PRICES AND PURCHASES BOTH UP

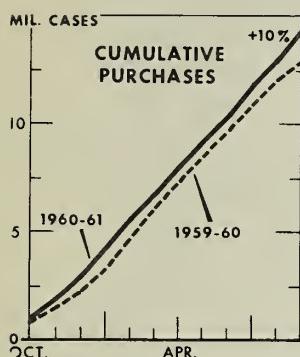


In contrast to the usual seasonal pattern, September purchases of orange drink held at the August level. The 490,000 cases bought represented a 14-percent rise over a year earlier, and the largest September volume since 1956. The gain was a result of more families buying, together with a larger average size of purchase.

On the average, consumers paid 31.7 cents per 46-ounce can, 2 cents more than in September 1960.

Purchases of orange drink were comparatively heavy in most months of the season, and 1960-61 retail movement rose to a new seasonal peak of 6.3 million cases, 13 percent or 730,000 cases more than a year earlier. The share of market rose moderately to 3 percent. Retail prices averaged 31.6 cents for the season, up 1.6 cents in comparison with 1959-60. (See page 21.)

NEW HIGHS REACHED BY PINEAPPLE-GRAPEFRUIT DRINK

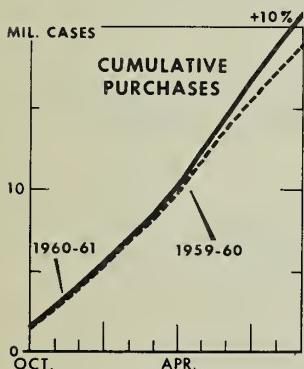


Pineapple-grapefruit drink purchases jumped 22 percent or 200,000 cases over September 1960 to reach a new September high. Retail prices averaged 27.4 cents per 46-ounce can, a decrease of 1.6 cents from a year earlier in contrast to the rise in price of orange drink.

The gain in consumption reflected a heavy increase in the average size of purchase, along with some gain in the proportion of families buying.

Consumers bought 10 percent (1.3 million cases) more pineapple-grapefruit drink in 1960-61 than a year earlier, to bring purchases to the highest level yet reported. The share of market increased moderately to 6.7 percent. Prices averaged 27.5 cents for the season, 1.5 cents less than a year earlier, and 2.3 cents less than the 1956-58 average. (See page 22.)

MISCELLANEOUS FRUIT DRINKS UP SHARPLY



The 1.9 million cases of miscellaneous fruit drinks purchased for home use in September represented an increase of 21 percent or 320,000 cases over the quantity bought a year earlier.

The gain reflected a rise in proportion of families buying to 13.2 percent from 12 percent together with a good increase in the average size of purchase.

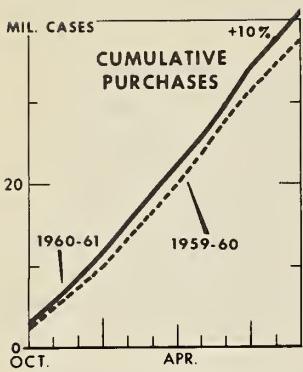
Retail prices averaged 33.5 cents per 46-ounce can, a decrease of 0.9 cent from September 1960.

Total movement for the season ending with September was up 10 percent or 1.8 million cases from 1959-60. The share of market increased moderately to 9.7 percent. The season average price of 34 cents was 0.8 cent lower than a year earlier. (See page 24.)

TOTAL FRUIT DRINKS UP 20 PERCENT FROM SEPTEMBER 1960

Purchases of canned fruit drinks in total increased 20 percent or 580,000 cases over September 1960. This was about the same gain in volume over September as made by canned single-strength juices.

More than 20 percent of the Nation's families bought fruit drinks in September. Consumption amounted to 3



cans (46-ounce) per buying family. Comparable data are not available for a year earlier.

Purchases of canned fruit drinks for the season ending with September totaled 41.2 million cases, 10 percent more than in 1959-60. This represented an increase of 3.8 million cases, about twice the gain over 1959-60 made by canned single-strength juices, 3 times that made by chilled orange juice, and many times the almost negligible gain made by frozen concentrates. The share of market increased to 19.4 percent in 1960-61 from 18.2 percent in the preceding season. (See page 25.)

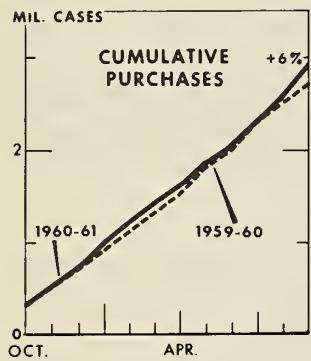
CANNED GRAPEFRUIT SECTIONS

SECTIONS UP SUBSTANTIALLY FROM A YEAR EARLIER

About 310,000 cases of canned grapefruit sections were bought for home use in September. This was a gain of 30 percent or 70,000 cases over the same month of 1960.

On the average, a buying family purchased 3.8 cans, the largest amount reported in the 5-year history of the product. There was also a good increase in the proportion of families using the product.

A No. 303 can of sections cost consumers an average of 20.4 cents in September, slightly less than a year earlier.



Total purchases for the 1960-61 season were up 6 percent or 150,000 cases from a year earlier. Nonetheless, except for 1959-60, this was the smallest annual volume of purchases reported in this 5-year series. Retail prices at 20.9 cents per No. 303 can were a little higher than in 1959-60. (See page 22.)

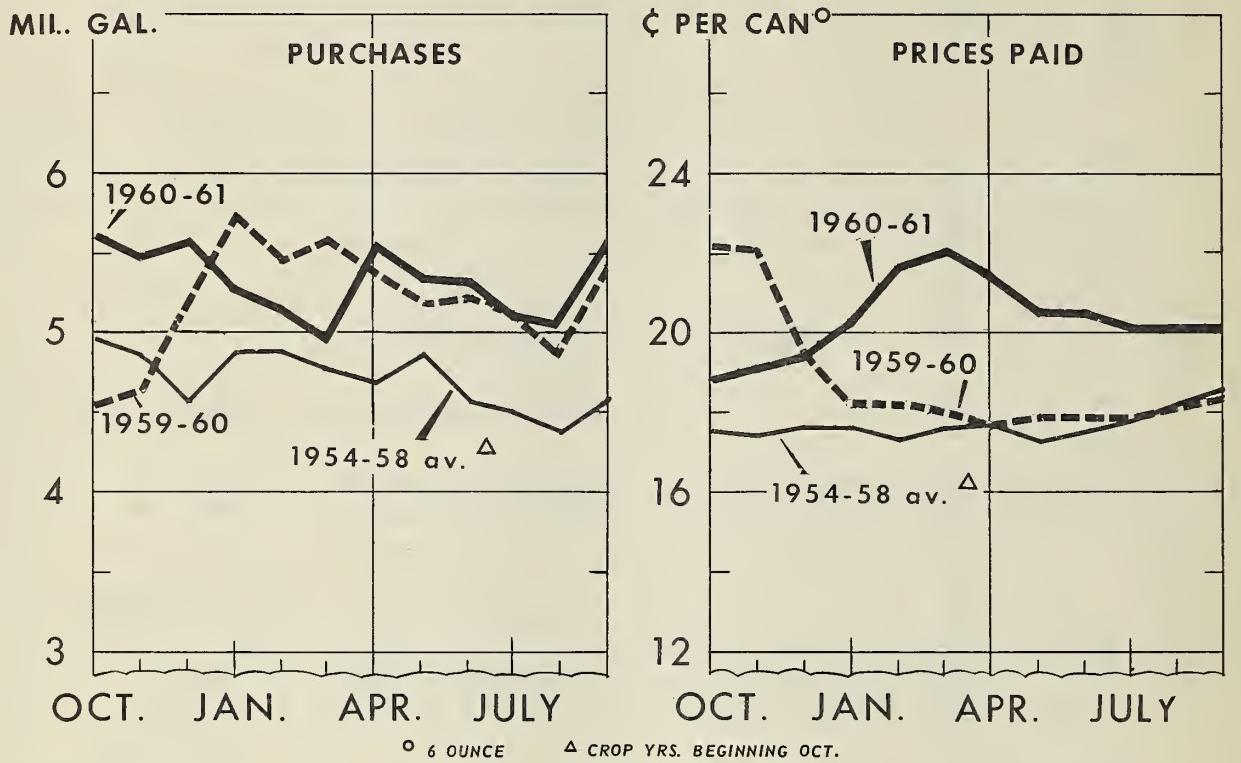
Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, September 1961-September 1960 ^{1/}

Commodity	Total purchases			Proportion of families buying			Purchases per buying family			Average price paid per actual unit		
	Sept.	Sept.	Change	Sept.	Sept.	Number	Sept.	Sept.	Quantity per month	Sept.	Sept.	Unit
	1961	1960	: 61-60	1961	1960	:	1961	1960	:	1961	1960	:
FROZEN CONCENTRATED JUICES:	1,000 gallons	1,000 percent	Percent	Percent	Percent	Number	Ounces	Ounces	Ounces	Cents	Cents	Cents
Orange	5,560	5,433	+2.3	29.0	29.3	2.1	2.0	22.0	22.2	46	44	6-oz.
Miscellaneous	726	956	-24.1	---	---	---	---	---	---	---	---	6-oz.
Total	6,286	6,389	-2.0	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,279	1,846	+23.5	4.9	4.2	2.7	2.8	40.5	39.2	112	109	32-oz.
CANNED SINGLE-STRENGTH JUICES:	1,000 cases	1,000 cases	2/ cases 2/									
Orange	605	716	-15.5	5.3	6.7	1.7	1.6	53.4	55.6	92	89	46-oz.
Grapefruit	753	537	+40.2	5.7	4.8	1.5	1.4	70.9	65.2	108	91	46-oz.
Pineapple	1,222	1,113	+9.8	9.6	9.6	1.4	1.4	73.5	68.9	103	96	46-oz.
Prune	648	577	+12.3	6.9	6.5	1.9	1.8	41.1	40.6	76	73	32-oz.
Tomato	1,677	1,477	+13.5	14.5	14.0	1.5	1.4	64.4	63.1	93	88	46-oz.
Miscellaneous	1,473	1,396	+5.5	18.1	17.4	1.7	1.7	38.8	38.9	66	66	46-oz.
Total	6,378	5,816	+9.7	41.6	---	2.3	---	53.6	---	124	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:												
Orange	431	+13.7	3.7	3.3	1.5	1.3	73.9	79.1	108	103	46-oz.	31.7
Pineapple-grapefruit	1,098	+22.5	1.5	7.2	1.4	1.3	82.6	76.6	118	100	46-oz.	27.4
Miscellaneous fruit	1,862	1,539	+21.0	13.2	12.0	1.8	1.6	64.5	64.0	114	102	46-oz.
Total	3,450	2,866	+20.4	20.4	---	2.0	---	70.8	---	137	---	---
CANNED GRAPEFRUIT SECTIONS	310	239	+29.7	4.5	4.0	1.6	1.5	39.2	36.4	61	55	No. 303 can
												20.4 20.6

^{1/} Monthly data are for 4-week (28 day) periods to facilitate comparisons. ^{2/} Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

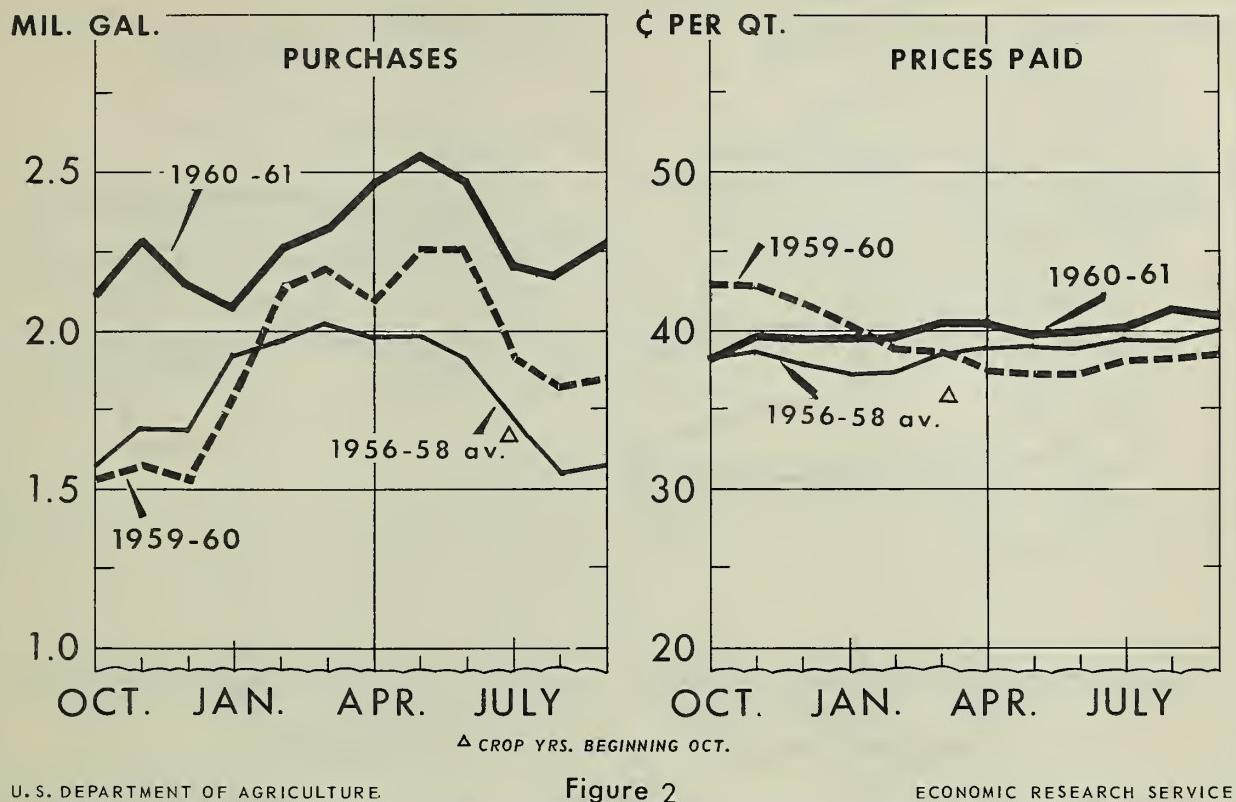
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1960-	1959-	Average	1960-	1959-	1960-	1959-	1960-	1959-	Average
	1961	1960	1954-58	1961	1960	1961	1960	1961	1960	1954-58
:	1,000	1,000	1,000							
:	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,616	4,560	4,957	29.1	26.9	46	41	18.8	22.2	17.5
Nov.	5,458	4,634	4,856	30.1	26.7	46	43	19.1	22.1	17.4
Dec.	5,552	5,138	4,563	30.1	27.9	45	45	19.4	19.4	17.6
Oct.-Dec.	16,626	14,332	14,376							
Jan.	5,257	5,730	4,871	30.2	30.3	41	45	20.3	18.2	17.6
Feb.	5,149	5,444	4,879	28.5	28.1	43	48	21.7	18.2	17.3
Mar.	4,966	5,579	4,771	28.1	27.8	43	50	22.1	18.1	17.6
Oct.-Mar.	31,998	31,085	28,897							
Apr.	5,547	5,385	4,692	29.5	28.3	45	45	21.4	17.8	17.7
May	5,325	5,213	4,874	29.2	27.7	2/45	46	20.5	18.0	17.3
Jun.	5,308	5,232	4,566	28.9	28.3	44	44	20.5	17.9	17.5
Oct.-Jun.	48,178	46,915	43,029							
Jul.	5,079	5,081	4,497	27.5	27.2	44	45	20.1	17.9	17.8
Aug.	5,006	4,879	4,386	27.2	27.5	44	43	20.1	18.1	18.3
Sep.	5,560	5,433	4,592	29.0	29.3	46	44	20.1	18.3	18.6
Season	63,823	62,308	56,504					20.3	18.8	17.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Revised.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

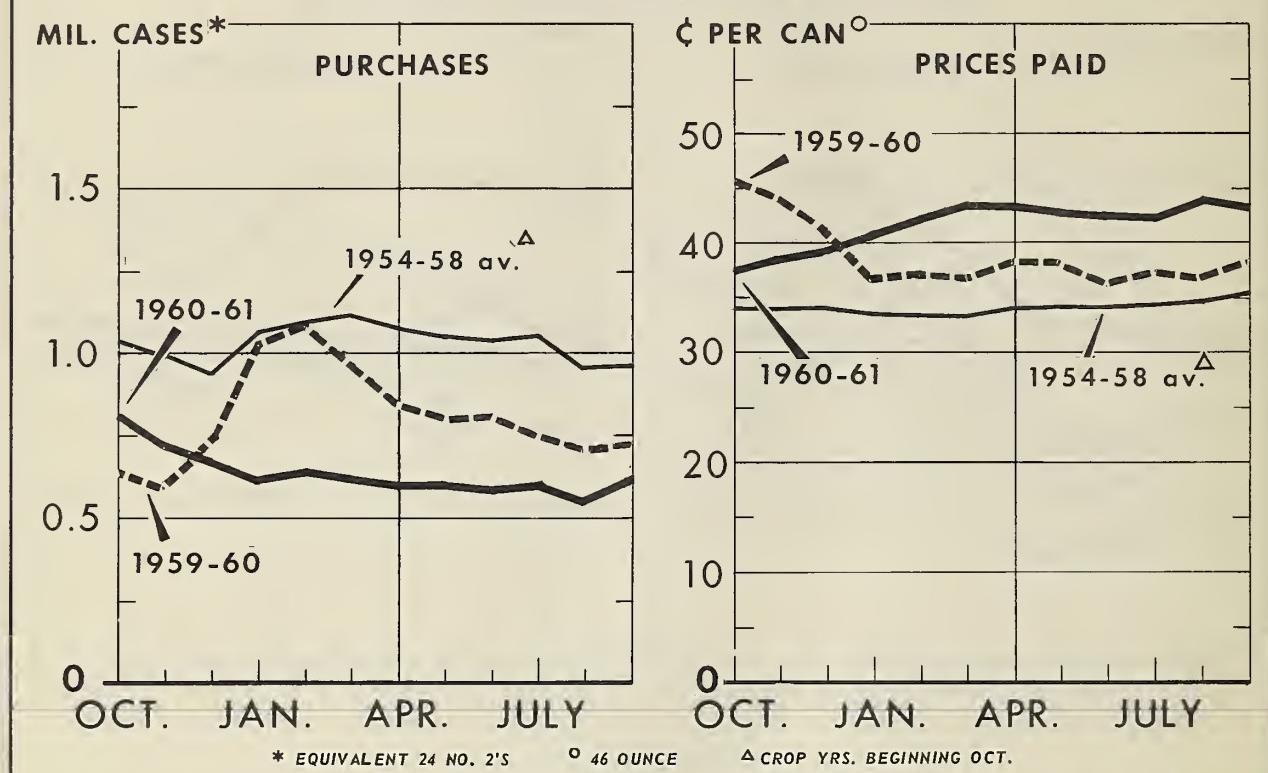
Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid. October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1960- 1961	1959- 1960	Average 1956-58	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	Average 1956-58
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,112	1,539	1,574	4.7	3.7	109	103	38.2	42.7	38.5
Nov.	2,282	1,573	1,692	4.9	3.4	110	116	39.7	42.6	38.7
Dec.	2,122	1,532	1,690	4.6	3.5	112	110	39.4	41.7	38.0
Oct.-Dec.	6,516	4,644	4,956							
Jan.	2,070	1,798	1,932	4.7	4.1	104	110	39.6	40.2	37.3
Feb.	2,288	2,153	1,979	5.0	5.1	108	103	39.6	38.8	37.6
Mar.	2,332	2,220	2,021	4.9	4.7	114	116	40.6	38.7	38.6
Oct.-Mar.	13,206	10,815	10,888							
Apr.	2,475	2,099	1,982	5.4	4.4	110	113	40.6	37.5	38.9
May	2,553	2,277	1,987	5.4	4.7	114	117	39.9	37.3	39.2
Jun.	2,485	2,271	1,923	5.3	5.0	112	108	40.0	37.3	39.0
Oct.-Jun.	20,719	17,462	16,780							
Jul.	2,198	1,911	1,734	5.0	4.4	106	107	40.5	38.0	39.5
Aug.	2,166	1,829	1,558	4.8	4.2	108	107	41.5	38.2	39.5
Sep.	2,279	1,846	1,576	4.9	4.2	112	109	40.9	38.4	40.1
Season	27,362	23,048	21,648					40.1	39.1	38.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

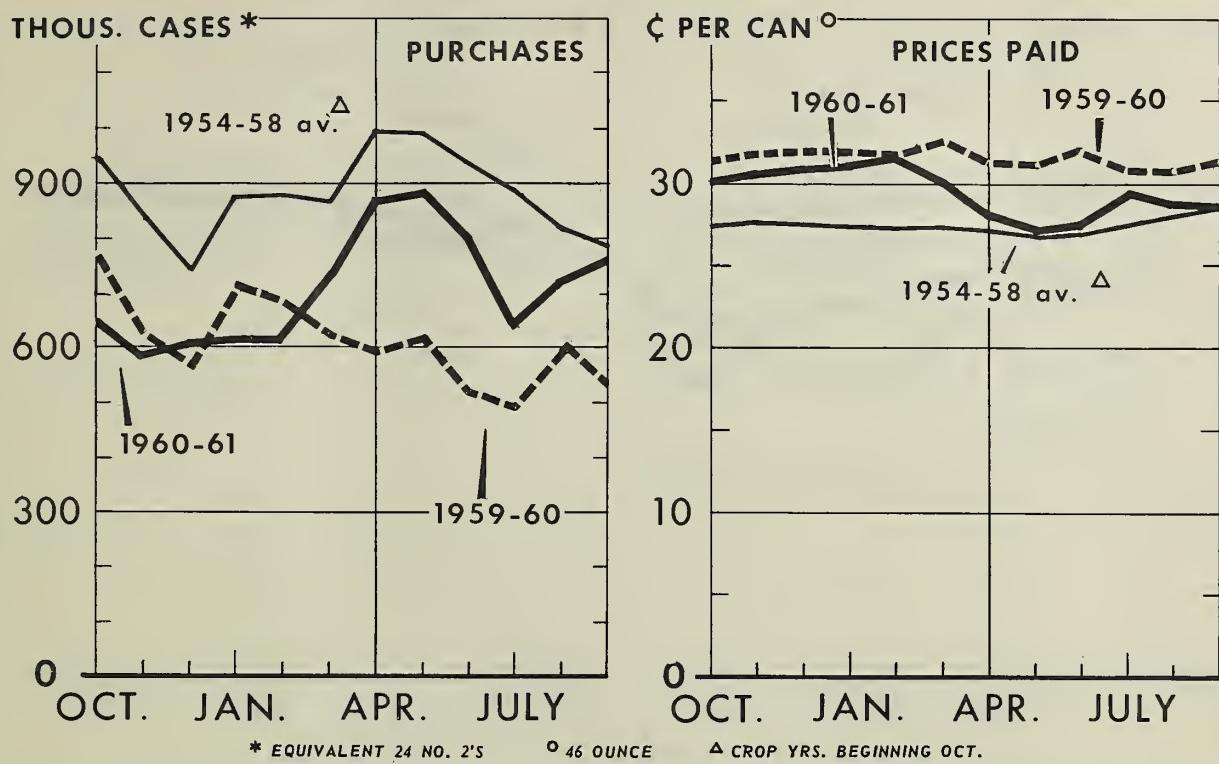
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960-	1959-	Average	1960-	1959-	1960-	1959-	1960-	1959-	Average
	1961	1960	1954-58	1961	1960	1961	1960	1961	1960	1954-58
Oct.	811	626	1,039	7.3	6.1	92	86	37.5	45.5	34.0
Nov.	714	594	998	6.5	5.9	88	86	38.8	43.9	34.0
Dec.	667	726	940	6.2	6.8	90	86	39.2	40.7	34.1
Oct.-Dec.	2,192	1,946	2,977							
Jan.	607	1,021	1,062	5.8	8.4	86	102	40.8	36.7	33.6
Feb.	645	1,066	1,094	5.9	9.9	89	89	42.0	37.0	33.6
Mar.	621	964	1,123	5.9	7.9	84	101	43.5	36.7	33.6
Oct.-Mar.	4,065	4,997	6,256							
Apr.	600	831	1,067	5.6	7.0	86	98	43.2	38.2	34.0
May	593	782	1,044	5.4	6.8	90	96	42.5	38.0	34.1
Jun.	572	801	1,037	5.2	6.8	89	95	42.3	36.8	34.1
Oct.-Jun.	5,830	7,411	9,404							
Jul.	596	733	1,046	5.5	6.4	88	94	42.1	37.2	34.4
Aug.	550	709	950	5.1	6.8	86	87	43.7	36.9	34.8
Sep.	605	716	952	5.3	6.7	92	89	43.1	38.0	35.5
Season	7,581	9,569	12,352					41.4	38.5	34.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family			Prices paid per 46-ounce can		
	1960-	1959-	Average	1960-	1959-	1960-	1959-	1960-	1959-	1960-	Average
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents	Cents
Oct.	648	773	942	5.5	6.5	97	102	30.1	31.2	27.4	
Nov.	583	628	841	5.0	5.9	94	87	30.5	31.8	27.8	
Dec.	606	570	744	5.0	5.5	102	88	31.0	31.9	27.6	
Oct.-Dec.	1,837	1,971	2,527								
Jan.	614	711	878	5.4	6.5	89	91	31.1	31.9	27.4	
Feb.	619	686	879	5.2	6.0	96	96	31.6	31.7	27.4	
Mar.	736	624	867	5.4	5.8	110	85	30.2	32.7	27.4	
Oct.-Mar.	3,806	3,992	5,151								
Apr.	871	597	993	6.3	5.6	112	85	27.9	31.5	27.1	
May	881	618	989	6.3	5.3	113	100	27.0	31.3	26.8	
Jun.	800	520	930	5.9	4.8	110	91	27.5	32.1	26.9	
Oct.-Jun.	6,358	5,727	8,063								
Jul.	636	493	888	4.9	4.5	104	87	29.3	31.0	27.5	
Aug.	721	600	819	5.4	5.0	109	100	28.3	30.9	27.9	
Sep.	753	537	787	5.7	4.8	108	91	28.5	31.3	28.5	
Season	8,468	7,357	10,557					29.2	31.6	27.4	

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid

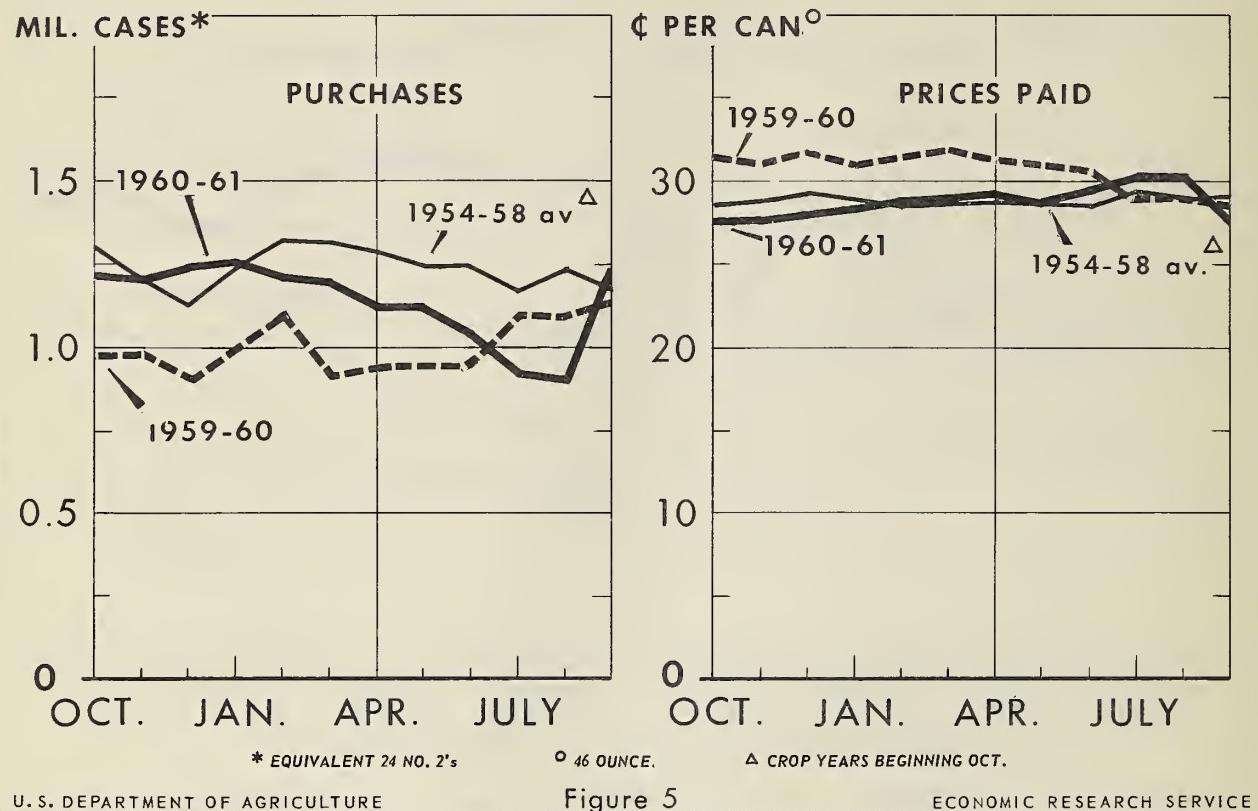


Table 6---PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

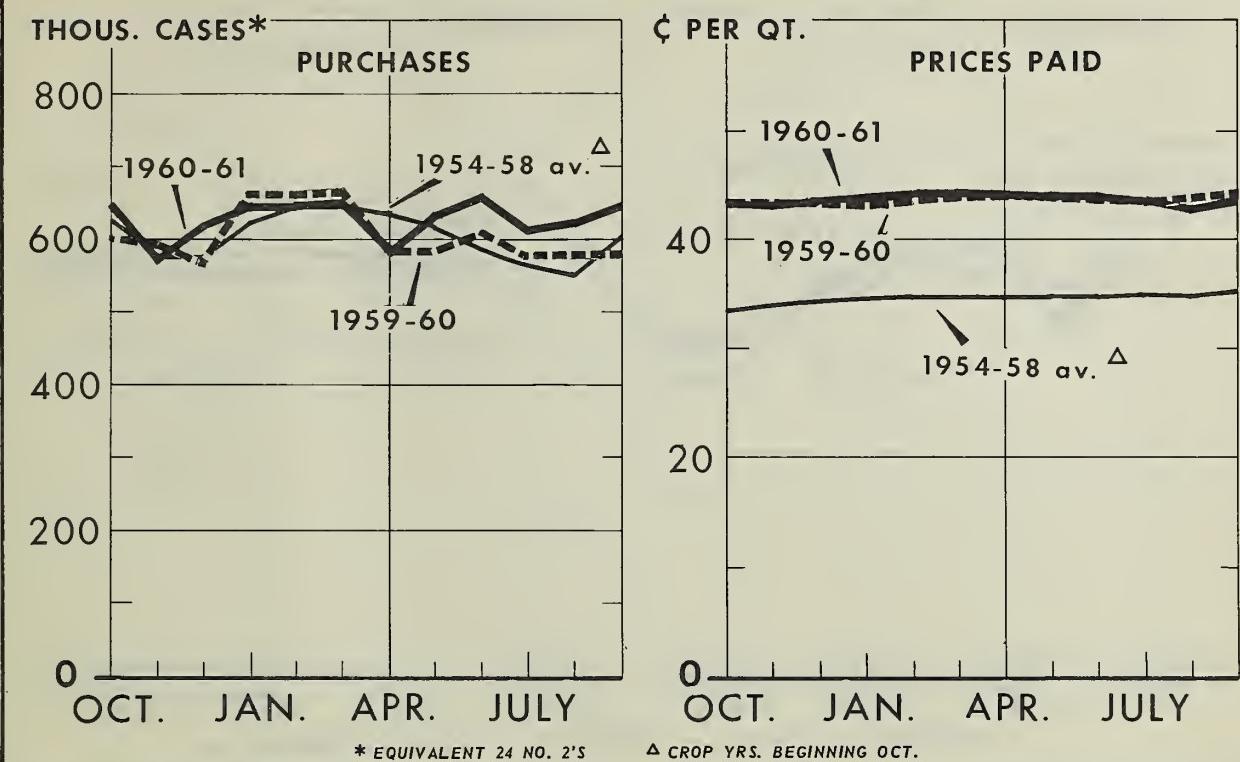
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1959-	Average :	1960- : 1959-	1960- : 1959-	1960- : 1959-	1960- : 1959-	1960- : 1959-	1960- : 1959-	1960- : 1959-	1960- : 1959-
	1961 : 1960	1954-58	1961 : 1960	1961 : 1960	1961 : 1960	1961 : 1960	1961 : 1960	1961 : 1960	1961 : 1960	1961 : 1960
:	1,000	1,000	1,000							
:	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,214	975	1,301	9.6	9.2	102	88	27.6	31.4	28.7
Nov.	1,208	977	1,199	9.3	9.1	103	89	27.7	31.0	28.9
Dec.	1,232	907	1,128	9.6	8.8	106	86	28.0	31.7	29.2
Oct.-Dec.	3,654	2,859	3,628							
Jan.	1,255	986	1,235	10.7	9.9	99	84	28.3	31.1	29.0
Feb.	1,204	1,099	1,321	10.1	10.5	95	87	28.7	31.5	28.5
Mar.	1,188	915	1,315	10.0	8.6	98	90	29.0	31.8	28.6
Oct.-Mar.	7,301	5,859	7,499							
Apr.	1,112	933	1,281	9.8	8.7	92	90	29.2	31.1	28.7
May	1,146	940	1,246	9.1	8.5	102	93	28.7	30.7	28.7
Jun.	1,036	950	1,246	9.0	8.7	93	91	29.2	30.2	28.6
Oct.-Jun.	10,595	8,682	11,272							
Jul.	911	1,107	1,167	8.1	9.1	91	101	30.1	28.7	29.1
Aug.	891	1,090	1,221	7.7	8.8	93	99	30.1	28.8	28.8
Sep.	1,222	1,113	1,169	9.6	9.6	103	96	27.8	28.3	28.9
Season	13,619	11,992	14,829					28.6	30.5	28.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per quart		
	1960- 1961	1959- 1960	Average 1954-58	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	648	601	625	7.3	6.8	72	73	43.3	43.4	33.3
Nov.	570	598	579	6.4	6.7	72	72	43.2	43.6	34.1
Dec.	620	574	576	6.4	6.6	78	72	43.5	43.3	34.3
Oct.-Dec.	1,838	1,773	1,780							
Jan.	643	666	628	6.9	7.5	78	72	43.9	43.2	34.4
Feb.	643	661	643	6.9	8.0	74	68	44.1	43.4	34.7
Mar.	648	668	647	7.2	7.8	73	71	44.1	43.7	34.6
Oct.-Mar.	3,772	3,768	3,698							
Apr.	584	583	635	6.4	7.0	74	68	44.1	43.9	34.6
May	631	582	617	6.9	6.2	75	77	43.9	43.9	34.7
Jun.	657	606	583	7.2	6.5	74	77	43.7	43.5	34.7
Oct.-Jun.	5,644	5,539	5,533							
Jul.	611	574	563	6.6	6.2	75	76	43.6	43.8	34.9
Aug.	622	574	554	6.3	6.5	80	74	43.2	43.8	34.9
Sep.	648	577	603	6.9	6.5	76	73	43.7	44.0	35.0
Season	7,525	7,264	7,253					43.7	43.6	34.5

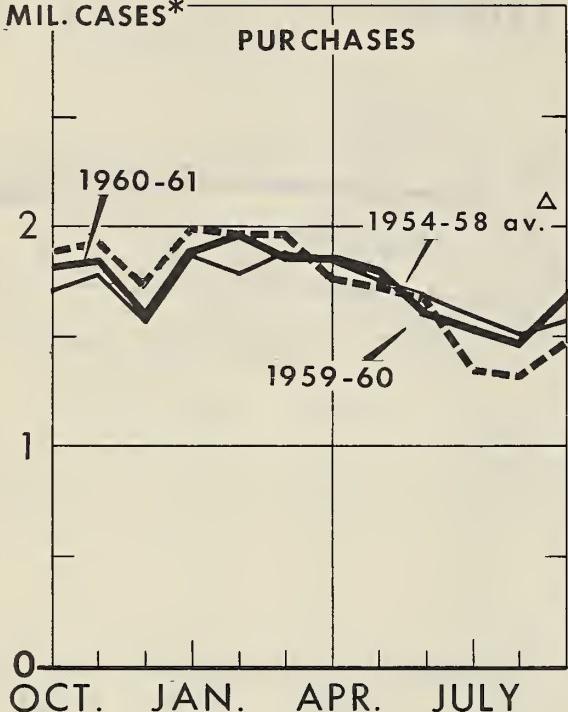
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

TOMATO JUICE

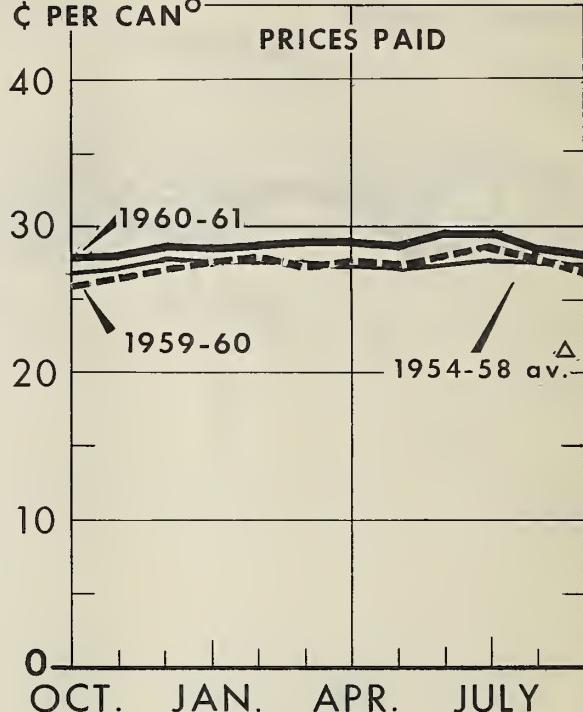
Consumer Purchases and Prices Paid

MIL. CASES*



* EQUIVALENT 24 NO. 2'S

¢ PER CAN^o



^o 46 OUNCE △ CROP YRS. BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

Table 8.—TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960- : 1959- : Average	1960- : 1954-58	1961 : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1954-58
	cases	cases	cases	Percent	Percent	ounces	ounces	Cents	Cents	Cents
Oct.	1,815	1,875	1,690	15.2	16.1	98	99	27.8	26.0	26.9
Nov.	1,829	1,931	1,781	15.9	16.9	89	97	27.9	26.4	27.2
Dec.	1,580	1,718	1,573	14.7	16.3	90	90	28.5	27.2	27.8
Oct.-Dec.	5,224	5,524	5,044							
Jan.	1,871	1,989	1,860	16.8	18.5	88	88	28.4	27.5	27.7
Feb.	1,958	1,969	1,795	16.7	18.7	96	89	28.7	27.9	27.4
Mar.	1,854	1,958	1,889	16.6	18.0	94	92	28.6	27.3	27.4
Oct.-Mar.	10,907	11,440	10,588							
Apr.	1,855	1,741	1,853	16.5	16.5	91	88	28.7	27.6	27.2
May	1,771	1,712	1,757	15.5	15.8	93	92	28.4	27.4	27.1
Jun.	1,597	1,660	1,693	14.5	15.5	90	92	29.4	27.8	27.3
Oct.-Jun.	16,130	16,553	15,891							
Jul.	1,511	1,344	1,589	13.6	12.9	90	85	29.3	28.4	27.7
Aug.	1,463	1,341	1,505	12.9	13.3	92	82	28.4	27.6	27.6
Sep.	1,677	1,477	1,555	14.5	14.0	93	88	27.8	27.1	27.4
Season	20,781	20,715	20,540					28.5	27.3	27.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid

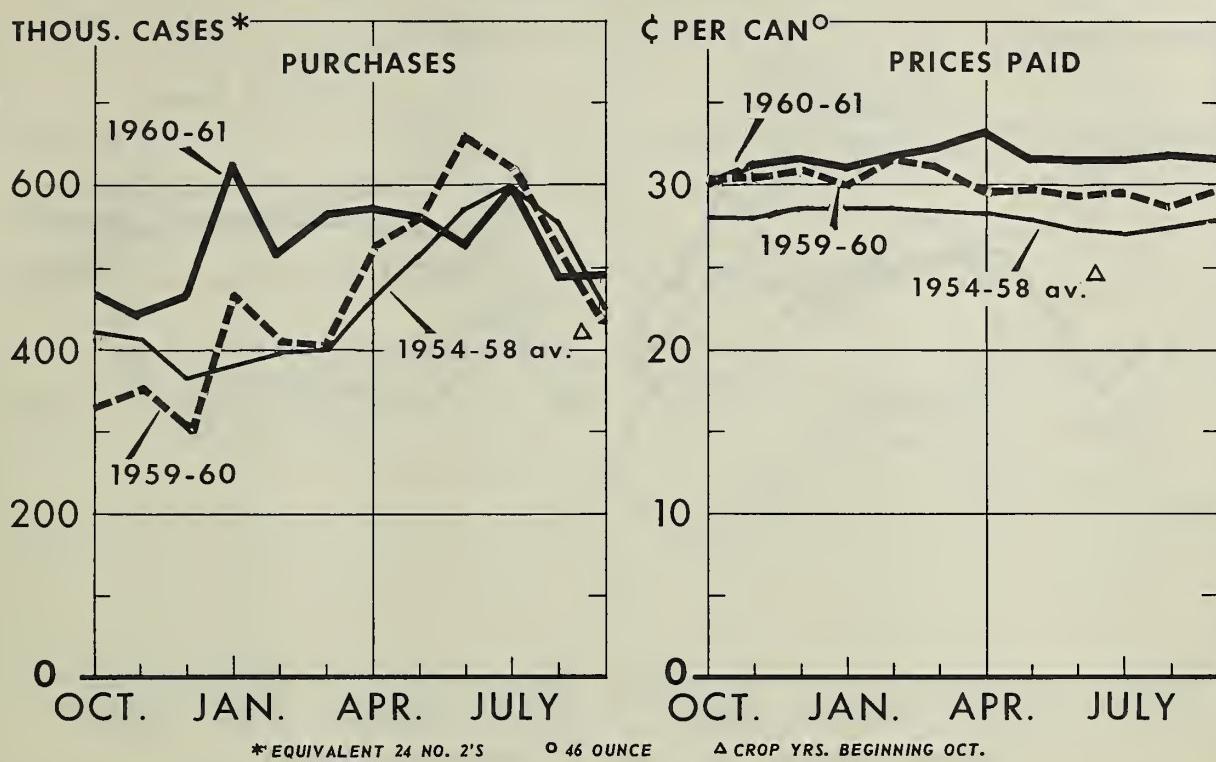


Figure 8

U.S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

Table 9.—SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1960- 1961	1959- 1960	Average 1954-58	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	Average 1954-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	469	331	422	3.3	2.3	117	117	30.0	30.2	28.0
Nov.	444	350	413	3.1	2.9	110	104	31.3	30.6	28.0
Dec.	466	301	365	3.3	2.4	113	107	31.6	30.9	28.6
Oct.-Dec.	1,379	982	1,200							
Jan.	628	466	384	4.5	3.4	111	109	31.0	30.0	28.6
Feb.	514	414	399	3.7	3.6	111	96	31.7	31.5	28.7
Mar.	561	404	403	4.0	3.3	112	106	32.2	31.2	28.4
Oct.-Mar.	3,082	2,266	2,386							
Apr.	574	524	466	4.0	3.7	117	115	33.2	29.8	28.2
May	564	563	516	4.2	3.8	109	124	31.5	29.9	27.9
Jun.	528	663	573	4.4	4.9	98	114	31.4	29.4	27.4
Oct.-Jun.	4,748	4,016	3,941							
Jul.	596	620	600	4.7	4.2	103	123	31.4	29.7	27.2
Aug.	488	528	557	4.1	3.9	95	114	31.9	28.8	27.4
Sep.	490	431	450	3.7	3.3	108	103	31.7	29.7	27.9
Season	6,322	5,595	5,548					31.6	30.0	28.0

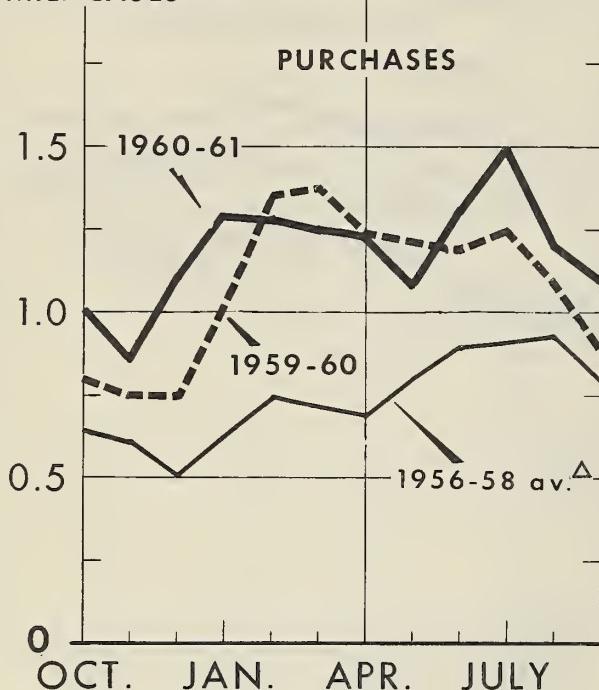
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

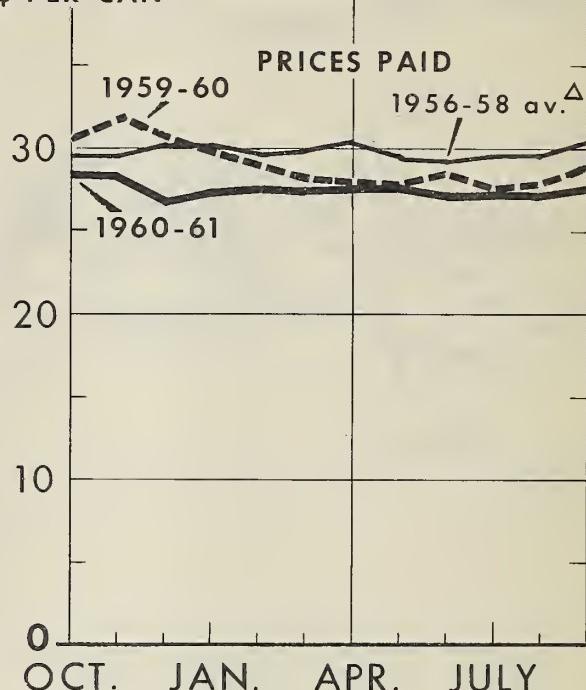
PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid

MIL. CASES*



¢ PER CAN^o



* EQUIVALENT 24 NO. 2'S

^o 46 OUNCE.

△ CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

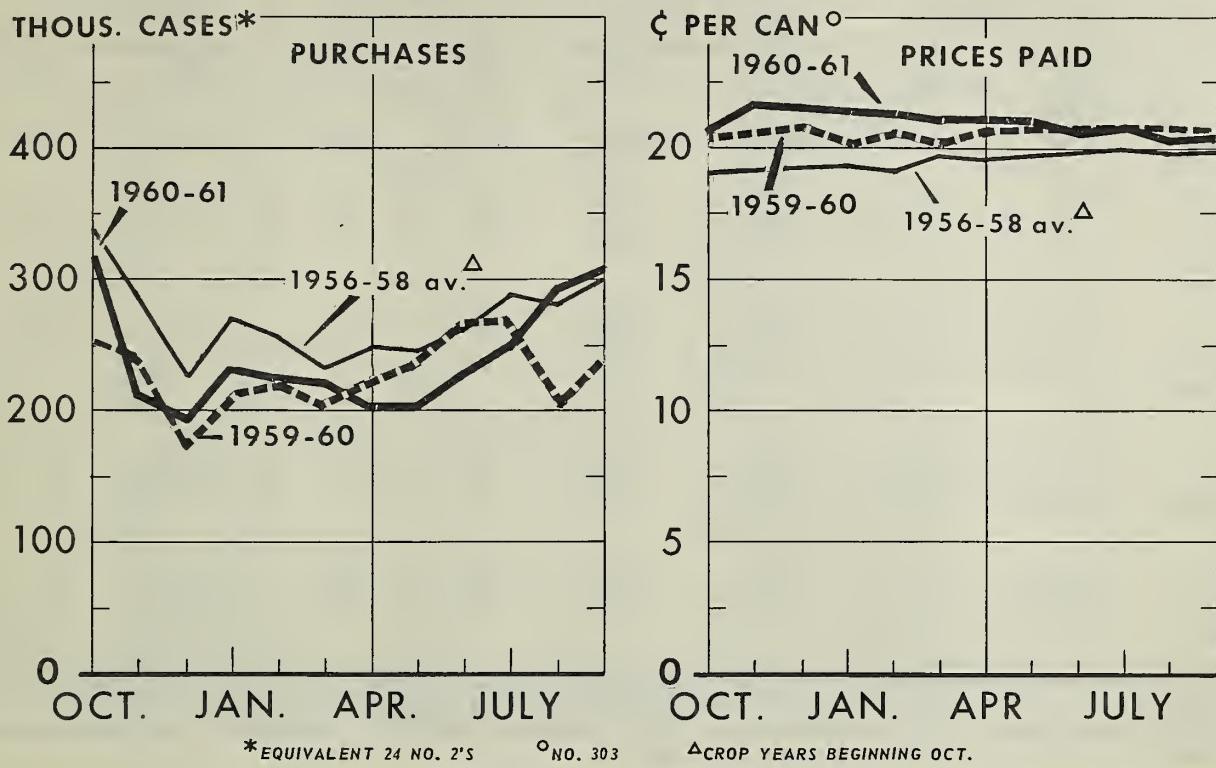
Period 1/	Total purchases 2/			Proportion of families buying 2/		Purchase per buying family		Prices paid per 46-ounce can		
	1960- 1961	1959- 1960	Average 1956-58	1960- 1961	1959- 1960	1960- 1961	1959- 1960	1960- 1961	1959- 1960	Average 1956-58
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,012	801	643	7.2	6.9	118	97	28.5	30.7	29.6
Nov.	855	747	609	6.8	6.5	105	93	28.4	31.9	29.6
Dec.	1,115	749	506	7.6	6.3	123	100	26.8	30.8	30.2
Oct.-Dec.	2,982	2,297	1,758							
Jan.	1,302	1,018	628	8.9	8.7	124	97	27.4	29.9	30.2
Feb.	1,274	1,354	742	8.8	9.6	117	122	27.5	29.1	29.6
Mar.	1,254	1,388	717	8.3	9.9	129	118	27.7	28.3	29.9
Oct.-Mar.	6,812	6,057	3,845							
Apr.	1,226	1,235	688	8.5	8.8	118	115	27.7	28.1	30.3
May	1,067	1,216	812	7.5	8.8	116	115	27.6	27.9	29.5
Jun.	1,313	1,181	901	8.6	8.9	124	109	27.0	28.8	29.2
Oct.-Jun.	10,418	9,689	6,246							
Jul.	1,498	1,252	914	9.3	9.3	129	108	27.1	27.7	29.6
Aug.	1,199	1,097	939	7.9	8.5	122	107	27.0	28.0	29.6
Sep.	1,098	896	797	7.5	7.2	118	100	27.4	29.0	30.4
Season	14,213	12,934	8,896					27.5	29.0	29.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 11.—CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1960- : 1959- : Average	1960 : 1961	1960 : 1956-58	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1961	1959- : 1960	1960- : 1956-58
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	318	252	337	5.1	4.5	57	53	20.7	20.5	19.0
Nov.	212	238	286	3.7	4.3	51	49	21.7	20.5	19.1
Dec.	193	174	227	3.4	3.6	51	46	21.5	20.8	19.3
Oct.-Dec.	723	664	850							
Jan.	234	210	270	3.9	3.7	54	52	21.4	20.2	19.3
Feb.	226	222	256	3.9	3.9	52	53	21.4	20.6	19.1
Mar.	221	209	233	3.9	3.5	52	57	21.1	20.2	19.6
Oct.-Mar.	1,404	1,305	1,609							
Apr.	206	220	249	3.4	3.9	55	52	21.1	20.5	19.5
May	209	237	248	3.7	3.7	50	61	21.0	20.5	19.7
Jun.	228	269	264	4.0	4.5	51	54	20.6	20.7	19.8
Oct.-Jun.	2,047	2,031	2,370							
Jul.	252	269	288	4.0	4.3	56	59	20.7	20.7	20.0
Aug.	292	208	282	4.5	3.5	59	54	20.2	20.8	19.8
Sep.	310	239	300	4.5	4.0	61	55	20.4	20.6	19.9
Season	2,901	2,747	3,240					20.9	20.6	19.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-	1959-	1960-	1959-	1960-	1959-	1960-	1959-
	1961	1960	1961	1960	1961	1960	1961	1960
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,458	1,379	18.0	16.8	67	70	36.5	37.8
Nov.	1,456	1,271	18.3	16.9	66	61	37.1	37.4
Dec.	1,510	1,291	18.2	16.9	66	63	37.1	37.6
Oct.-Dec.	4,424	3,941						
Jan.	1,462	1,495	18.6	18.5	64	69	37.9	37.1
Feb.	1,497	1,558	17.7	19.6	67	65	37.9	37.3
Mar.	1,569	1,562	19.0	18.7	66	71	37.9	37.1
Oct.-Mar.	8,952	8,556						
Apr.	1,669	1,513	19.1	18.7	71	68	36.6	37.4
May	1,603	1,555	18.9	18.8	69	67	37.3	37.3
Jun.	1,540	1,578	19.5	19.5	64	68	36.8	36.2
Oct.-Jun.	13,764	13,202						
Jul.	1,531	1,463	18.8	19.0	66	63	36.8	36.5
Aug.	1,383	1,316	17.5	16.9	64	65	37.1	37.3
Sep.	1,473	1,396	18.1	17.4	66	66	37.6	37.3
Season	18,151	17,377					37.2	37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

Period 2/	Total purchases 3/		Proportion of families buying 3/		Purchase per buying family		Prices paid per 46-ounce can	
	1960-	1959-	1960-	1959-	1960-	1959-	1960-	1959-
	1961	1960	1961	1960	1961	1960	1961	1960
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,505	1,355	11.2	11.3	113	101	34.2	36.0
Nov.	1,307	1,293	10.1	10.5	109	102	34.5	36.1
Dec.	1,329	1,244	10.4	9.4	104	110	34.9	35.3
Oct.-Dec.	4,141	3,892						
Jan.	1,394	1,373	10.8	11.3	106	100	34.3	35.8
Feb.	1,530	1,495	11.4	11.9	109	106	34.1	35.5
Mar.	1,554	1,462	11.3	12.0	114	104	34.4	35.4
Oct.-Mar.	8,619	8,222						
Apr.	1,819	1,589	12.7	12.0	117	111	34.3	35.0
May	1,970	1,894	13.5	14.2	118	113	33.9	34.0
Jun.	2,224	2,149	15.1	15.9	120	111	33.7	34.0
Oct.-Jun.	14,632	13,854						
Jul.	2,215	1,787	15.2	13.1	118	110	33.2	33.8
Aug.	1,967	1,672	14.3	12.4	111	112	33.7	34.1
Sep.	1,862	1,539	13.2	12.0	114	102	33.5	34.4
Season	20,676	18,852					34.0	34.8

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

Period 1/	Juices				Fruit drinks			
	Total purchases 2/	Proportion of families buying	Purchase per buying family	Total purchases 2/	Proportion of families buying	Purchase per buying family		
	1960-61	1959-60	1960-1961	1960-61	1959-60	1960-1961	1960-1961	1960-1961
	1,000 cases	1,000 cases	Percent	Ounces	1,000 cases	1,000 cases	Percent	Ounces
Oct.	6,594	6,229	NA	NA	2,986	2,487	NA	NA
Nov.	6,360	5,999	NA	NA	2,606	2,390	NA	NA
Dec.	6,215	5,786	NA	NA	2,910	2,294	NA	NA
Oct.-Dec.	19,169	18,014			8,502	7,171		
Jan.	6,452	6,868	44.1	118	3,324	2,857	20.0	137
Feb.	6,566	7,039	43.4	125	3,318	3,263	20.1	137
Mar.	6,616	6,691	43.7	123	3,369	3,254	19.6	145
Oct.-Mar.	38,803	38,612			18,513	16,545		
Apr.	6,691	6,198	44.0	123	3,619	3,348	21.0	140
May	6,625	6,189	42.7	126	3,601	3,673	20.8	140
Jun.	6,202	6,115	42.2	119	4,065	3,993	23.2	142
Oct.-Jun.	58,321	57,114			29,798	27,559		
Jul.	5,796	5,714	40.0	117	4,309	3,659	23.8	146
Aug.	5,630	5,630	39.0	116	3,654	3,297	22.1	133
Sep.	6,378	5,816	41.6	124	3,450	2,866	20.4	137
Season	76,125	74,274			41,211	37,381		

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 data revised.

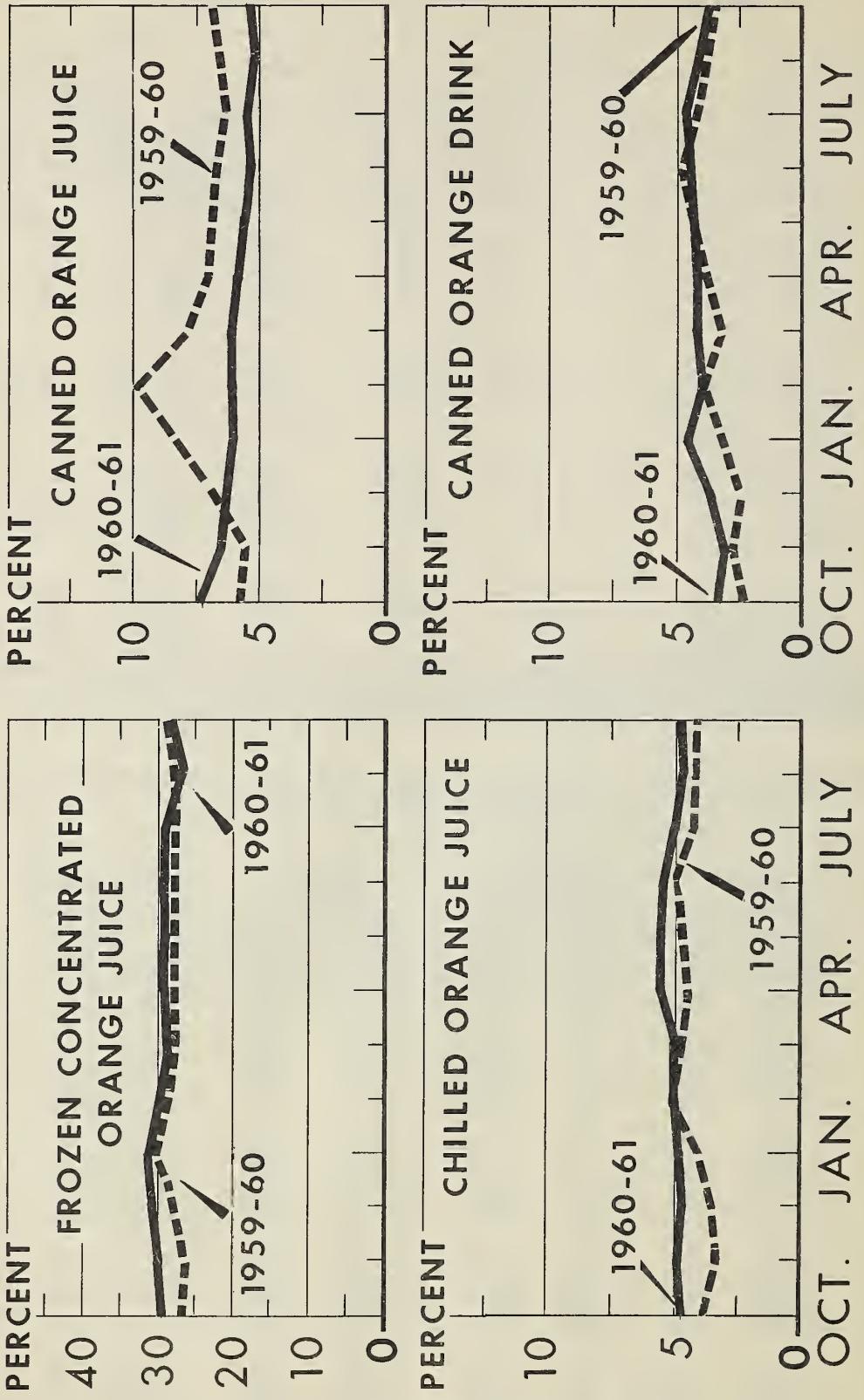
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

Period 1/	Oranges				Grapefruit			
	Frozen concentrate	Canned single-strength juice	Chilled juice 2/	Canned single-strength juice 3/	Canned sections			
	1960-1959-1961	1960-1959-1960	1960-1959-1960	1960-1959-1961	1960-1959-1960	1960-1959-1960	1960-1959-1961	1960-1959-1960
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,774	2,996	474	375	365	274	480	570
Nov.	3,668	3,045	417	356	395	280	432	463
Dec.	3,731	3,376	390	435	367	273	449	420
Oct.-Dec.	11,173	9,417	1,281	1,166	1,127	827	1,361	1,453
Jan.	3,654	3,988	350	592	358	309	449	533
Feb.	3,579	3,789	372	618	391	370	452	514
Mar.	3,451	3,883	358	559	399	382	538	468
Oct.-Mar.	21,857	21,077	2,361	2,935	2,275	1,888	2,800	2,968
Apr.	3,694	3,619	350	485	428	363	632	442
May	3,546	3,503	346	457	442	394	640	458
Jun.	3,535	3,516	333	468	430	393	581	385
Oct.-Jun.	32,632	31,715	3,390	4,345	3,575	3,038	4,653	4,253
Jul.	3,367	3,414	348	428	380	331	463	365
Aug.	3,319	3,279	321	414	375	316	525	445
Sep.	3,686	3,651	353	418	394	319	548	398
Season	43,004	42,059	4,412	5,605	4,724	4,004	6,189	5,461
							2,011	1,925

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Based on yield of canned single-strength orange juice. 3/ October 1959-December 1960 estimates revised.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

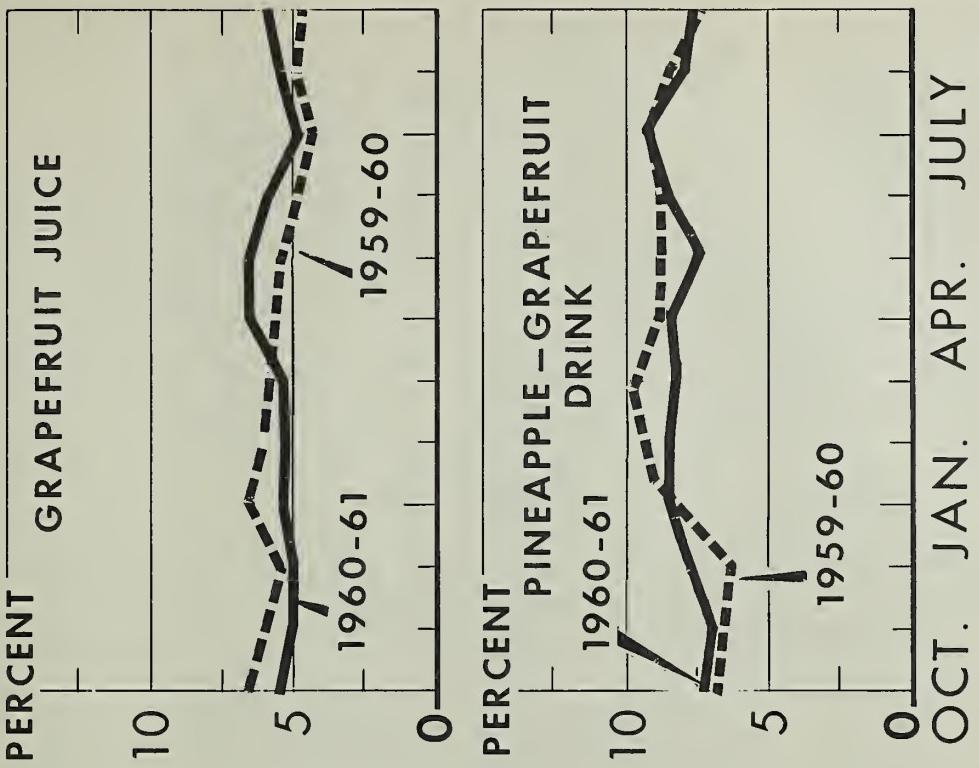
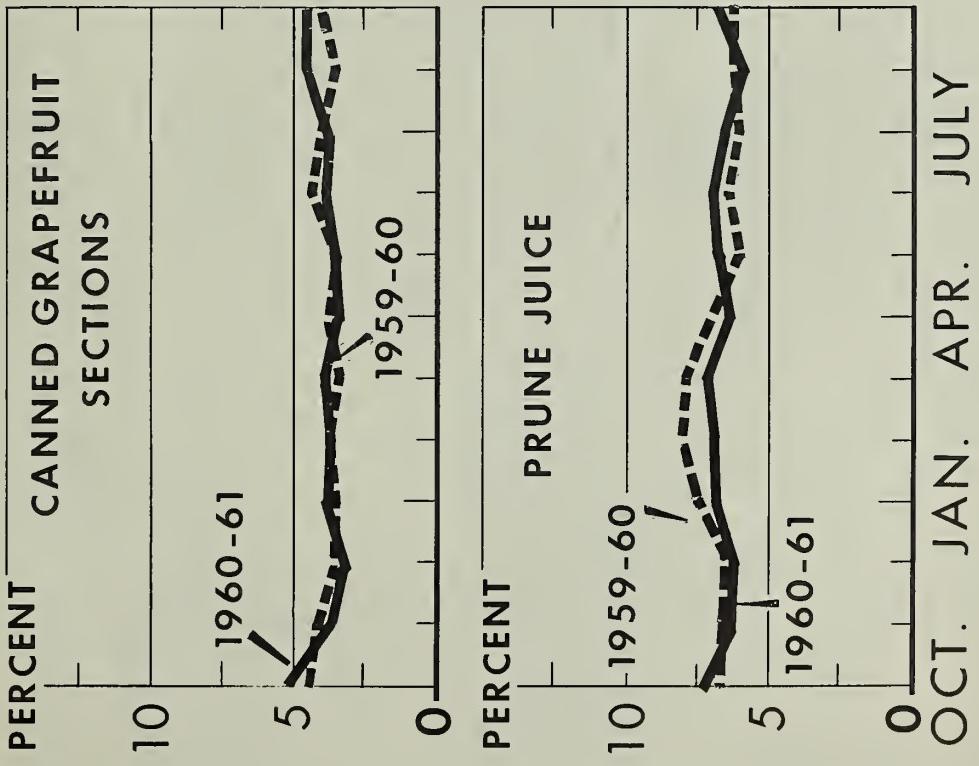


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Figure 11

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



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Figure 12

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